

## FY15 - Customer Insights (CI)

Postal Regulatory Commission  
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### Customer Insights

### Targets and Thresholds

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
72.0	76.0	79.0	82.5	84.0	86.7	89.2	91.6	93.6	95.0	96.0	97.0	98.0	99.0	99.5

### Description

### Measurement Period

### Data Source and Calculation

### Data Validation

### Applicable Positions / Units, Measurement Depth and Weight:

### Description

Customer satisfaction measurement for USPS was formerly called Customer Experience Measurement (CEM) and now is referred to as Customer Insights (CI). The CEM residential, small/medium and large business surveys were discontinued at the end of FY2013. The prior CEM survey program was comprised of a single paper-based survey related to the overall satisfaction associated with sending, receiving, lobby, and contact with the Postal Service. The results were not sensitive to small changes in customer perception and did not provide results in a timely manner (>45 days). The new CI composite metric is a weighted multi-channel customer driven experience measurement which presents an improved holistic view of customer satisfaction.

### CI Components

1. **Business Service Network (BSN):** Accounts in Panorama, USPS' CRM database that have reported service issues
2. **Point of Sale (POS):** Retail customers who conduct transactions at USPS locations with POS equipment.
3. **Delivery:** A random sample of US households and small/ medium sized businesses (< 250 employees) that receive mail delivery
4. **Customer Care Center (CCC) Live Agent:** Residential customers that call the USPS Care Center and interact with a live agent are surveyed to measure their overall satisfaction with the agent's performance.

Each of the four elements of the new CI composite indicator will be assigned a weighted proportional value from which the aggregate value will be used as the replacement to the prior CEM Survey score.

- **Business Service Network (BSN)**  
The BSN survey is an event based survey which measures the customer's level of satisfaction with their BSN Account Representative.  
**Survey Question:** Q1. How satisfied are you with the OVERALL service provided during this interaction?  
**Weight** - National 40%, Area 40%, District 0%
- **Point of Sale (POS)**  
The POS survey is an event-based customer satisfaction survey which measures the customers experience at POS retail locations.  
**Survey Question:** Q1. Thinking about this visit to the Post Office, overall, how satisfied were you? (Retail)  
**Weight** - National 20%, Area 30%, District 50%
- **Delivery Survey**  
The Delivery Survey is a hybrid relational / event driven customer satisfaction survey to measure the level of satisfaction with the customer's receipt of mail to residential and small/medium business customers from a general or relational perspective.  
**Weight** - National 20%, Area 30%, District 50%

**Residential Survey Question:** Q1. Just thinking about your overall experience with the letters or packages you recently RECEIVED, how satisfied are you with USPS performance?

**Small/Medium Business (SMB) Survey Question:** Q1. Just thinking about your overall experience with the letters or packages you recently RECEIVED, how satisfied are you with USPS performance?

The CI Delivery Survey metric is a calculated Delivery score which is comprised from equal parts of the computed Residential & SMB score. (SMB 50% + Res 50% = CI Delivery Score)

- **Customer Care Center -Live Agent Survey**

The Live Agent Survey is an event driven customer satisfaction survey which measures the level of satisfaction with a customer's interaction with a USPS Live Agent. Invitations are offered on a random basis to customers who call the USPS Customer Care Center toll free number and speak with a USPS Live Agent.

**Survey Question:** Q1. How satisfied are you with the overall AGENT experience?

**Weight** - National 20% , Area 0%, District 0%

**Measurement Period**

This performance indicator will be measured across each month and cumulative scores will be reported as Year-To-Date (YTD) results leading to an annual score.

**Data Source and Calculation**

**Source** – Extract from CI database maintained by vendor, Maritz Research provided to NPA.

**Individual Segment Weight Calculation:**

CI BSN = 100%

CI POS = 100%

Delivery = (Residential x 50%) + (SMB x 50%)

CCC = Agent Contact 100%

**Differentially Weighted Aggregate Composite Score:**

<b><u>CUSTOMER INSIGHTS (CI)</u></b>	<b><u>Weighting</u></b>		
	<b><u>Corporate</u></b>	<b><u>Area</u></b>	<b><u>District</u></b>
<b><u>BSN - (Business Service Network)</u></b>	<b><u>40%</u></b>	<b><u>40%</u></b>	<b><u>NA</u></b>
<b><u>POS - (Point of Sale)</u></b>	<b><u>20%</u></b>	<b><u>30%</u></b>	<b><u>50%</u></b>
<b><u>Delivery - (Res &amp; SMB)</u></b>	<b><u>20%</u></b>	<b><u>30%</u></b>	<b><u>50%</u></b>
<b><u>CCC - (Customer Care Center)</u></b>	<b><u>20%</u></b>	<b><u>NA</u></b>	<b><u>NA</u></b>

**NPA Site:** <http://npa.usps.gov>

**Decimal Precision** – Single decimal point (0.0)

**Data Validation**

CI Indicator scores for NPA can be validated at:

<https://report.postalexperience.com>